

Sky Valley Planning and Economic Development Committee (PEDC)

Chapel of Sky Valley Fellowship Hall

May 15, 2012

MINUTES

The meeting was called to order at 2 p.m. by Neil Howard, Chairman.

The Pledge of Allegiance was recited by all.

Members present: Ray Becker, Neil Howard, Allen Jackson, Barbara Kobacker, Al Lee, Jim Martindale, Frank Norton, and David Spears.

Guests present: Milt Gillespie and Nancy Plate.

The minutes of the April 24th PEDC meeting were read and approved.

Jim Martindale moved to approve the Agenda, second by Ray Becker, approved.

Chairman's Remarks: Neil is encouraged by the increased attendance at the PEDC meetings, along with the positive response he has received from those he has asked to serve on the sub-committees. A community wide effort is required to stabilize our city. The Chapel of Sky Valley will assist by allowing the PEDC to hold meetings in the Fellowship Hall without charge.

Milt Gillespie was introduced and provided an update on the progress of the "Founders" group to purchase the golf course and included amenities. He reported that the Sky Valley Club, Inc. has been formed for this purpose and has signed a contract with BB&T for the purchase with a \$50,000 down payment. The closing is scheduled for May 29th. Sky Valley Mortgage, LLC has also been formed to provide the additional capital necessary to assure the success of this project, and will act in the place of a mortgage banker. The Sky Valley Club, Inc. will be limited to 100 memberships. To date 60+ memberships have been subscribed. The final 40 memberships will provide \$400,000 toward completion of the unfinished clubhouse. Finishing of the club house will be accomplished in phases, as monies become available.

Mayor Martindale stated that the City of Sky Valley would assist The Sky Valley Club with signage at the junction of Hwy 246 and Bald Mountain Road and at the resort entrance.

Chairman Howard introduced guest Nancy Plate, who has agreed to assist us with our initial marketing effort, without charge. Nancy is a local resident, and since 2002, has led corporate marketing efforts in North Carolina and Georgia. She believes a Vision/Focus Session, stimulated by community ideas and thoughts, is a starting point. Nancy gave an overview of points to cover and said the session usually will last two to three hours, out of which will come the “branding” and clarity needed for Sky Valley to focus the marketing drive. The results of this session will be compiled in about a week, following the exercise. She will then provide our committee with what she believes we need to do in marketing to bring wide area attention to our beautiful City of Sky Valley.

A motion to have a Vision/Focus Session facilitated by Nancy Plate on Thursday, June 14th at 1 p.m., was made by Frank Norton, seconded by Jim Martendale, and passed unanimously. The “Session” is anticipated to last two hours, including sub-committee reports. All those in attendance at today’s meeting were asked to encourage as many residents of our community as possible to attend the June 14th meeting.

The following sub-committees were announced:

Marketing: Steve Brett, Chairman, Linda Durrence (Brochures/Rack Cards), David Carr and Steve Shepard.

Waste Water Treatment: Ray Becker, Chairman, David Spears, and Frank Norton.

City Beautification: Al Lee and Allen Jackson.

Additional committees will be formed as needed.

The meeting was opened to public comments:

An audience of 21 persons participated in providing ideas and opinions to benefit the citizens of Sky Valley. A general agreement emerged that if everyone participates in this venture, the “vision” for Sky Valley will come true. Chairman Howard reminded us not to become narrowly focused, but to remain aware of the many needs of our community, and contribute positively where possible.

Next Meeting: Vision/Focus Session on June 14th in the Chapel of Sky Valley Fellowship Hall at 1 p.m.

Barbara Kobacker, Secretary